

1

**System and Method for  
Advertisements in Web-Based Printing**

**ABSTRACT**

A system and method for providing advertisements in  
5 web based printing. A remote printing web server receives  
advertisements from one or more advertisers. The  
advertisements may include target audience attributes, such  
as the profession of target audience members. Digital  
advertising images and the target audience information is  
10 stored on the remote printing web server. A print user  
connects to the remote printing web server using a browser.  
Information about the user, such as the user's occupation,  
are gathered in order to match the user with appropriate  
advertisements. Advertisements are identified and combined  
15 with the document that the user wishes to print. The  
combined document is then printed on a printer connected to  
the remote printing web server. In addition, the document  
that the user wishes to print may be analyzed for document  
content in order to further select appropriate  
20 advertisements to include on the user's printouts.

2006-04-24 14:54:54